



2

LAND USE & URBAN DESIGN ELEMENT

This element provides the General Plan land use and physical development framework. It includes a summary of the city's current land use pattern, land use classifications and the Land Use Diagram, and guiding and implementing policies addressing land use and urban design. Because new development under the Gen-

eral Plan is limited to key infill opportunity sites—such as some commercial corridors, and areas surrounding the planned San Bruno Avenue Caltrain station—land use and urban design concepts are focused on compatibility and integration between old and new uses.

2-1 VISION

The community's vision for land use and urban design focuses on protection of existing neighborhoods, promotion of Downtown as the symbolic heart of the city, revitalization of aging commercial uses stretching along principal traffic spines in the eastern parts of the city, and fostering transit-oriented development around the new BART station and the planned new Caltrain station. All uses within 1/3-mile walking distance of the San Bruno BART station, current Sylvan Avenue Caltrain station, and planned San Bruno Avenue Caltrain station are oriented toward pedestrian, bicycle, and transit movement.

Downtown stretches 3,000 feet (approximately a 12-minute walk), one-lot deep along San Mateo Avenue, from El Camino Real to San Bruno Avenue. The

Among other priorities, the community's vision for San Bruno focuses on protection of existing neighborhoods.



General Plan builds on Downtown's recent success by emphasizing a vital, pedestrian-friendly Central Business District for shopping, entertainment, and dining, as well as new residential uses. The planned San Bruno Avenue Caltrain station will provide Downtown with a strong new northern anchor, while new uses at the intersection of El Camino Real and San Mateo Avenue will announce Downtown from El Camino Real and provide the southern anchor.

The expanded district surrounding The Shops at Tanforan and Towne Center will continue serving as the principal commercial center, featuring larger-scale retail, service, movie theaters, and office uses that have a regional draw.

In order to strengthen the City's role as an employment center for Bay Area industries and foster transit-supportive uses, Bayhill Office Park is expanded with new professional offices and corporate headquarters, while a mix of commercial and residential (where not otherwise constrained by airport noise) uses is envisioned along San Bruno and Montgomery avenues.

El Camino Real is envisioned as a sequence of uses—mixed-use in the northern portion, Downtown and the Civic Center in the central portions, and mixed uses with a residential focus in the southern third of the corridor. Unified streetscape improvements will provide a strong identity and create safer pedestrian conditions. North of I-380, the development pattern is established with recent improvements to The Shops at Tanforan and implementation of new uses in accordance with The Crossing Specific Plan. El Camino Real will achieve its full potential as a place for residents to work, live, shop and play, creating links between communities that promote walking and transit and an improved and meaningful quality of life.

2-2 CURRENT LAND USE PATTERN

As part of the General Plan update process, existing land use and opportunity sites were compiled from a variety of sources, including aerial photographs, field-work, and information from the City. Geographic Information System (GIS) software was used to analyze and compile land use data.

Land Use Pattern

Land uses in San Bruno are largely segregated. Commercial uses are concentrated along El Camino Real, San Mateo Avenue, and San Bruno Avenue, and in several regional and neighborhood shopping centers. Residential neighborhoods constitute the land area between these major commercial corridors; which include smaller, mixed-density residences located east of El Camino Real and larger, hillside homes located to the west. Several large open space areas are located in the southwestern portion of the city.

Residential

The majority of San Bruno's land area consists of residential use, and neighborhoods are its most prominent feature. The city's older, eastern half contains the greatest diversity of land uses and residential types. Streets in this relatively flat area are organized in a grid pattern that reflects their early 20th century roots. San Bruno's newer, western half is comprised primarily of single-family subdivisions, but also several large multifamily complexes. The curvilinear street pattern in this area, commonly used in post-1950 residential subdivisions, is adapted to the steep, hilly terrain.

According to the California Department of Finance (DOF), as of January 2005, there were approximately 15,776 housing units in San Bruno; 58 percent of these were single-family detached, nearly forty percent single-

family attached, and the remaining multifamily. City-wide, San Bruno's average residential density is 10.6 housing units per net acre. East of El Camino Real mixed single and multifamily neighborhoods (San Bruno Park, Belle Air Park, and Lomita Park), average 16.3 housing units per net acre. Single-family neighborhoods between El Camino Real and I-280 (Mills Park and Huntington Park) average 10.5 housing units per net acre. West of I-280, in lower-density hillside neighborhoods (Pacific Heights, Portola Highlands, Monte Verde, Rollingwood, and Crestmoor), residential densities average 6.7 housing units per net acre. Large multifamily complexes average 29.1 housing units per net acre.

Commercial

Commercial uses include neighborhood and regional retail, office, finance/insurance, hotels and motels, and other services. The Shops at Tanforan and Towne Center, which constitute approximately 72 acres, are San Bruno's two regional shopping centers. The San Bruno BART Station is located on the east side of The Shops at Tanforan. Other retail establishments are located along El Camino Real, San Mateo Avenue (south of I-380), and San Bruno Avenue (east of Cherry Avenue). The portion of San Mateo Avenue between Huntington Avenue and El Camino Real is the Downtown. This area contains a mixture of ethnically diverse stores and restaurants, and is the most unique commercial area in the City; however, it comprises less than 20 acres. Hotels and motels are located along El Camino Real and San Bruno Avenue. The Bayhill Office Park is the City's largest employment center (approximately 73 acres), and is home to corporate campuses of Google and YouTube.

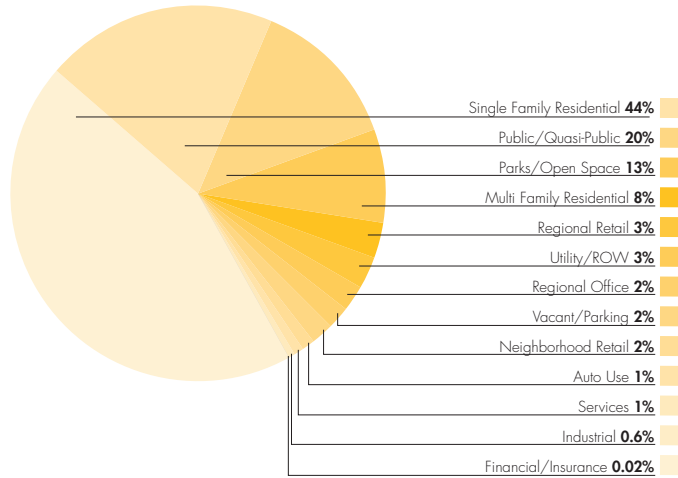
Industrial and Auto-Related

Industrial, warehousing, distribution and auto-related uses are located in the area bordered by the Caltrain tracks, I-380, and San Mateo Avenue; along San Mateo Avenue south to its intersection with Huntington Ave-



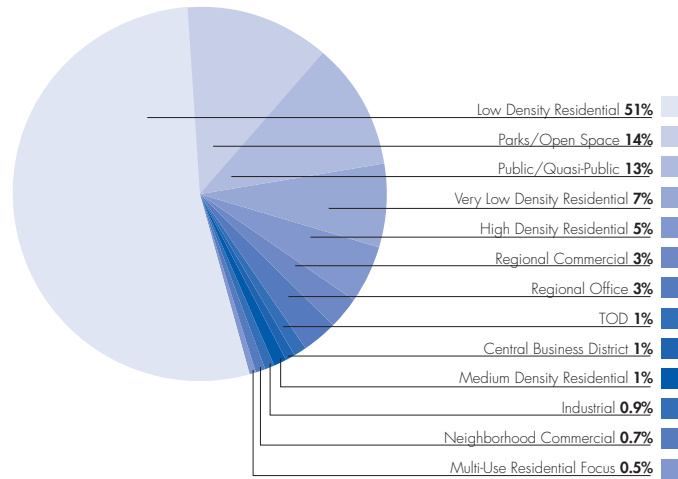
San Bruno contains a great diversity of land uses, generally segregated into single-use districts, such as residential (top), small-scale commercial (center), and large-scale office (bottom).

CHART 2-1: Existing Land Uses in San Bruno, 2000*



Source: City of San Bruno Community Development Department, San Mateo County, Dyett & Bhatia, 2003.

CHART 2-2: General Plan Land Use 2025



Source: Dyett & Bhatia, 2006.

* These are actual uses determined through field surveys and assessor's data, and are not the same land use categories as contained in the General Plan.

nue; and along San Bruno Avenue between San Bruno Avenue and Highway 380.

Additional light industrial uses are located at the Airport Trade Center on Sneath Lane and Cherry Avenue. Several auto dealerships and repair shops are also located along El Camino Real.

Public/Quasi-Public

Public/Quasi-Public uses include the Civic Center complex, the Federal Archives, elementary and high school sites, the Golden Gate National Cemetery, and Skyline College.

Magnitude of Uses

San Bruno's gross acreage (all land uses including streets and roads) is approximately 3,600 acres. Chart 2-1 shows the proportion of land devoted to various uses in San Bruno in 2000. The majority (approximately 52 percent) of San Bruno's net land area (excluding streets and roads) is devoted to residential uses, with land used for single-family residences comprising the great majority (44 percent of total). Commercial and industrial/auto-related land uses make up approximately eight percent and two percent of San Bruno's net land area, respectively. Of these, regional retail uses occupy the greatest area. Public and quasi-public land uses make up approximately 20 percent of the city's net land area. This public/quasi-public count is high due to several non-local government uses, including the Golden Gate National Cemetery and Marine Reserves Center. Parks and open space make up about 13 percent of the city's net land area. There are only 60 acres, or two percent of the city's net land area, of vacant land and surface parking lots in San Bruno.

2-3 LAND USE FRAMEWORK

General Plan Land Use Diagram

The General Plan Land Use Diagram (Figure 2-1) designates the proposed general location, distribution, and extent of land uses. As required by State law, land use classifications specify a range for housing density and building intensity for each type of designated land use. These land use classifications are shown as color/graphic patterns, letter designations, or labels on the Diagram. These density/intensity standards allow circulation and public facility needs to be determined; they also reflect the environmental carrying-capacity limitations established by other elements of the General Plan. The Diagram is a graphic representation of policies contained in the General Plan; it is to be used and interpreted only in conjunction with the text and other figures contained in the General Plan. Chart 2-2 shows the proportion of land devoted to various uses in the proposed 2025 build-out of the General Plan Diagram. It is important to note that the land use categories in this General Plan update are not exactly the same as the land use categories in the current General Plan, nor are they the same as the categories used to describe existing land uses. Proposed updated General Plan Land Use Categories have been refined to achieve greater efficiency and flexibility in categories, as well as a depiction of desired future land use organization.

Density/Intensity Standards

The General Plan establishes density/intensity standards for each land use classification. These standards are shown in Table 2-1. Residential density is expressed as housing units per acre of site area. Population density in this Plan is assumed as an average of 2.71 persons per housing unit according to the Association of Bay Area Governments (ABAG) projections for 2025. (Though

population density per housing unit may differ across land uses, this is not delineated at this General Plan level of analysis.) Non-residential and mixed-use intensities are expressed as a maximum permitted ratio of gross floor area to site area (FAR). FAR is a broad measure of building bulk that controls both visual prominence and traffic generation, and is calculated excluding area devoted to parking. In addition to density/intensity standards, some land use classifications stipulate allowable building types (such as single-family residential) as well.

The density/intensity standards do not imply that development projects will be approved at the maximum density or intensity specified for each use. Zoning regulations consistent with General Plan policies and/or site conditions may reduce development potential within the stated ranges. Additionally, Ordinance 1284, adopted in June 1977, limits building heights to 50 feet or three stories, unless otherwise approved by a majority of the City's voters at a regular or special election. Ordinance 1284 also restricts the construction of multi-story parking structures and limits development along local scenic corridors. Furthermore, Ordinance 1284 restricts the increase of residential densities in areas that were zoned residential in 1974.

The State of California mandates allowing a range of possible density bonuses for qualifying residential developments; this shall be in addition to the maximum density otherwise permitted for that land use classification. The range is calculated based on specific formulas which take into account the percentage of projects dedicated as affordable, and the level of affordability of those projects. For projects with a mix of residential and commercial uses, density bonus shall be calculated on the residential portion of the project.

Land Use Classifications

The land use classifications described below represent adopted City policy. They are meant to be broad enough to give the City flexibility in implementing City policy, but clear enough to provide sufficient direction to carry out the General Plan. The City's Zoning Ordinance contains more detailed provisions and standards. More than one zoning district may be consistent with a single General Plan land use classification. Classifications depicted on the General Plan Land Use Diagram within the *US Navy Site and Its Environs Specific Plan* Area are from the Specific Plan itself and are not redefined in this section.

Very Low Density Residential

Allows up to 2.0 units per acre, with lower density for sites on steep slopes or other considerations as defined in the Zoning Ordinance. Single-family detached housing is permitted. Innovation in development patterns such as flexible setbacks, preservation of natural features, pedestrian paths, and other amenities are encouraged.

Low Density Residential

Allows 2.1 – 8.0 units per acre. Single-family detached housing is permitted. Religious facilities, large daycares, large senior care facilities and similar uses are conditionally allowed. Single-family attached housing (i.e., duplexes and townhomes) may be permitted in instances where clustering results in additional open space, provided that each dwelling unit has ground-floor living area and private open space.

Medium Density Residential

Allows 8.1 – 24.0 units per acre. Single-family detached and attached housing, including small-lot and zero-lot line housing, as well as duplexes are permitted.

High Density Residential

Allows 24.1 – 40.0 units per acre. Single-family attached and multifamily housing are permitted. Ancillary uses, such as rooming and boarding houses, sanitariums, and rest homes, are also permitted subject to a use permit.

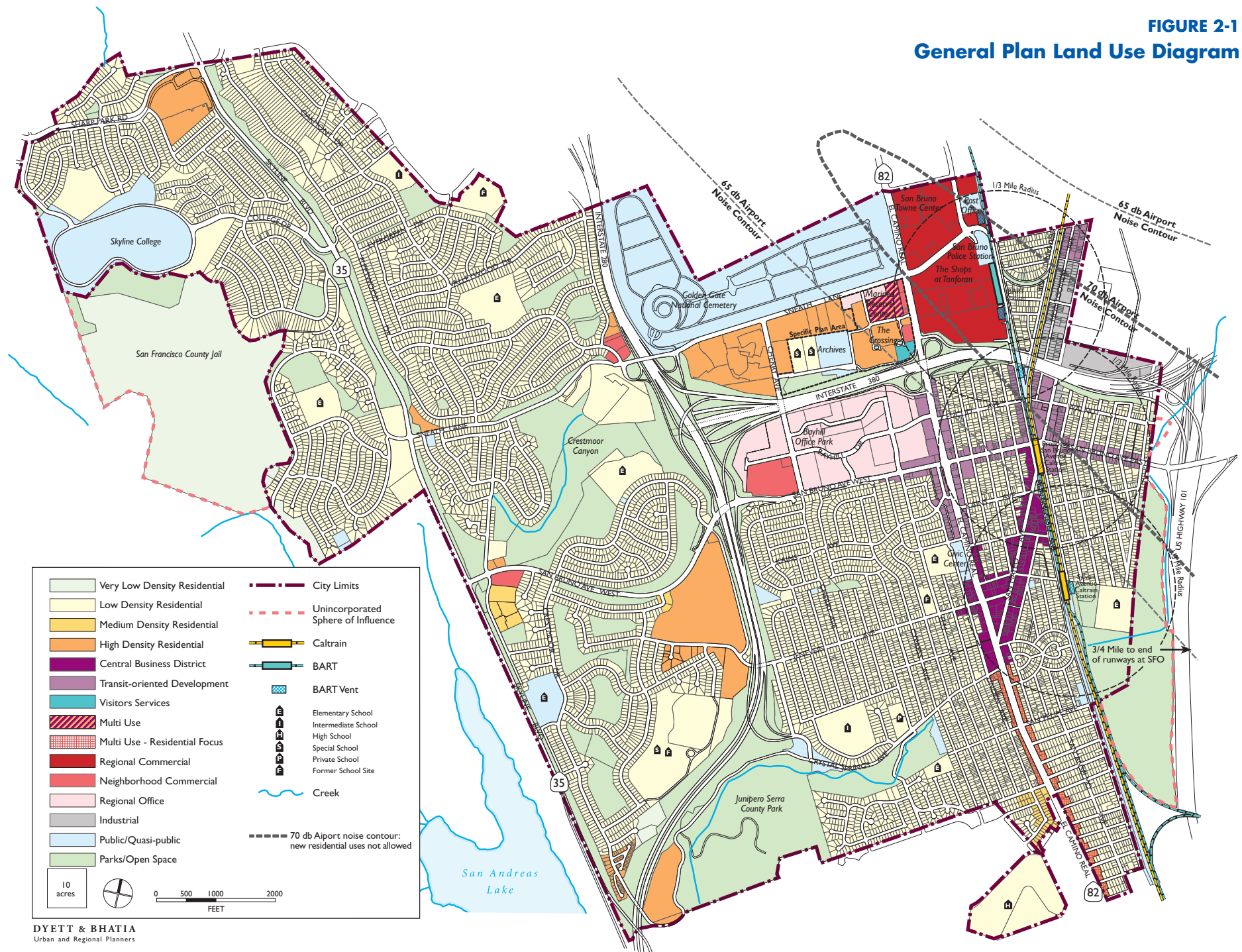
TABLE 2-1: Density and Intensity Standards

| | Residential Density (hu/acre) | Floor Area Ratio (FAR; combined for all uses, including residential) | Discretionary Off-Site Improvements and Design Amenities FAR/Density Bonus* |
|-------------------------------|-------------------------------|--|---|
| Very Low Residential | 0.1 – 2.0 | – | – |
| Low Residential | 2.1 – 8.0 | – | – |
| Medium Residential | 8.1 – 24.0 | – | – |
| High Residential | 24.1 – 40.0 | – | – |
| Transit-Oriented Development | – | 2.0 (3.0 for lots 20,000 s.f. or larger) | 0.5 FAR |
| Multi Use - Residential Focus | – | 2.0 (3.0 for lots 20,000 s.f. or larger) | 8.0 hu/acre |
| Downtown Mixed Use | – | 2.0 (3.0 for lots 15,000 s.f. or larger) | |
| Neighborhood Commercial | – | 1.2 | |
| Regional Commercial | – | 1.2 | |
| Regional Office | – | 1.5 | |
| Industrial | – | 1.5 | |

* Density bonus for income-restricted housing shall be in accordance with State law, and shall be in addition to the Density or FAR (without inclusion of discretionary bonus). For mixed-use developments, bonus shall be in the form of FAR, and based on residential component of the project.

Source: Dyett & Bhatia, March 2006.

FIGURE 2-1
General Plan Land Use Diagram



In addition to Downtown (bottom), the General Plan promotes mixed-use development along San Bruno Ave. (top right), and El Camino Real (top left).



Transit-Oriented Development

Allows 2.0 base maximum FAR combined for residential and/or non-residential, 3.0 maximum for parcels of 20,000 square feet or larger, and a potential additional 0.5 FAR bonus for off-street improvements and urban design amenities, as outlined in the Zoning Ordinance.

In addition to FAR maximums, residential density shall not exceed 40 units per acre at base FAR, and 50 units per acre with all incentives. This classification permits a variety of uses, either individually or in mix with other permitted uses, including: retail sales; eating and drinking establishments; personal and business services; professional and medical offices; financial, insurance, and real estate offices; hotels and motels; educational and social services; government offices; and residential. This designation is generally applied in key corridors such as San Bruno Avenue and El Camino Real in areas with proximity to BART and Caltrain stations.

Multi Use - Residential Focus

Allows 2.0 base maximum FAR combined for residential and/or non-residential, 3.0 maximum for parcels of 20,000 square feet or larger, with non-residential use not exceeding 0.6 FAR. Residential density shall not exceed 40.0 units per acre (before State mandated affordable housing density bonus). The City may grant a discretionary bonus of up to 8.0 units per acre for projects that undertake public right-of-way streetscape improvements in accordance with criteria established by the City. Multi Use–Residential Focus extends south along El Camino Real from Crystal Springs Road, placing emphasis on multifamily housing in new development projects. Multi Use–Residential Focus permits one or more of a variety of uses, including: multifamily and attached single-family housing; eating and drinking establishments; personal and business services; hotels and motels; and financial, insurance, and real estate offices. New retail uses are only conditionally allowed to ensure that such activities are concentrated in existing retail districts.

Central Business District (Downtown Mixed Use)

Allows 3.0 base maximum FAR combined for all uses (residential and non-residential), with no separate residential density limitation. Downtown Mixed Use per-

mits one or more of a variety of uses, including: retail sales; hotels; eating and drinking establishments; personal and business services; professional and medical offices; financial, insurance, and real estate offices; theaters and entertainment uses; educational and social services; and government offices. Active uses are required at the ground level, and residential use is permitted on second and upper floors only. Wholesale trade, drive-through facilities, and auto-related uses are prohibited.

Neighborhood Commercial

Allows 1.2 maximum FAR. Neighborhood Commercial permits convenience and retail commercial uses including, but not limited to: grocery and drug stores; eating and drinking establishments; apparel and accessory stores; personal and business services; professional and medical offices; financial, insurance, and real estate offices; and auto repair and services. Residential is conditionally permitted on upper floors as part of mixed development with commercial use, subject to combined maximum FAR limits.

Regional Commercial

Allows 1.2 maximum FAR with potential additional discretionary 0.3 FAR incentive for projects that provide transportation demand measures and urban design amenities as specified in the Zoning Ordinance. Regional Commercial permits a variety of commercial uses intended to serve a regional market area, including: retail sales; eating and drinking establishments; personal and business services; professional and medical offices; financial, insurance, and real estate offices; theaters and entertainment uses; educational and social services; auto repair and services; furniture and appliance stores; home improvement stores; and hotels. Development is located in an area easily accessible to automobiles (Highway 101, I-380, and El Camino Real) and transit (BART station, Caltrain station, SamTrans corridor).

Regional Office

Allows 1.5 base maximum FAR, with potential additional discretionary 0.5 FAR incentive for projects that provide transportation demand measures and urban design amenities as specified in the Zoning Ordinance. Regional Office permits administrative, professional, and medical offices located in a campus-style setting (Bayhill Office Park). Offices that provide professional services for SFO airport clientele are encouraged. Shuttle services are provided for convenient travel between the airport, BART, Caltrain, and hotel facilities. Small convenience retail uses, personal services, and eating and drinking establishments are permitted as ancillary uses.

Industrial

Allows 1.5 maximum FAR. Industrial permits a variety of business and industrial uses, including: research and development facilities; high-technology offices; light manufacturing and fabrication; industrial processing; general service; warehousing, storage and distribution; auto mechanics and body repair; parking facilities; biotechnology; and service commercial uses. Development may be clustered in a campus setting. All development will be subject to high design and landscape standards.

Public/Quasi-Public

Permits a variety of public and quasi-public uses, including: government offices; fire and police facilities; transit stations; airports; and cemeteries.

Parks/Open Space

Provides parks, recreation facilities, and open space areas for the general community. Both public and private lands designated for open space are included.



Public uses in San Bruno come in a variety of shapes and sizes, from police stations (top) to cemeteries (bottom).

TABLE 2-2: Potential General Plan Buildout (2025)

| | Housing Units | Population | Employed Residents | Jobs | Jobs/Employed Residents Ratio |
|---|---------------|---------------|--------------------|---------------|-------------------------------|
| Existing Development ¹ (A) | 15,776 | 42,215 | 19,150 | 16,910 | 0.88 |
| Recent Development (B) | | | | | |
| U.S. Navy Site Specific Plan ² | 763 | 1,964 | 1,073 | 600 | |
| Housing at Skyline College (as of 2005) | 115 | 296 | 162 | 0 | |
| Pending Development (Crossing, Skycrest, Merrimont)³ | 444 | 1,143 | 624 | 0 | |
| Additional Development under General Plan (see Table 2-3) | 682 | 1,756 | 959 | 4,882 | |
| Total with Existing, Recent, Pending, and Additional Development (C) | 17,780 | 47,374 | 21,967 | 22,392 | 1.02 |
| Change 2005 to 2025 (C–A–B) | 1,126 | 2,899 | 1,583 | 5,482 | |

¹ Housing Units & Population: CA DOF, Report E-5, 2005. Employed Residents & Jobs: ABAG Projections 2005 (with adjustment of +3,000 for jobs at Tanforan).

² Residential development includes 185-unit apartment building, 300-unit apartment building and 228 senior units. Non-residential development includes full service 350-400 room hotel, plus ancillary commercial uses

³ Pending development includes 350 condo units at the Crossing, 70 units at the former Carl Sandburg School site and 24 units at Skycrest

ASSUMPTIONS: Buildout of Surface Parking Lots=40%; Buildout of Vacant Sites=100%; Buildout of Reuse Areas=20%; Population Calculation Assumptions: HH size=2.71 (ABAG projections for San Bruno for 2025), vacancy rate=5%, group quarters population=0.52% of total (same as in 2005); Potential Employed Residents: 0.546 of additional/recent population growth (ABAG projections for San Bruno in 2025)



About half of new housing development is expected to occur at The Crossings (above right), while the majority of the rest through reuse of aging commercial corridors (above).

2-4 GENERAL PLAN BUILDOUT

Table 2-2 provides a summary of total housing and jobs at General Plan buildout, including existing development, pending projects, and additional development potential under the General Plan 2025. Projects under way include the multi-family housing at the U.S. Navy Site (The Crossing). Total population will reach approximately 44,900 and total jobs approximately 22,390. While the number of housing units will increase by only 1,126, the number of employed residents is expected to increase by 1,583, because the number of employed residents per household is expected to increase slightly in the coming decades according to the Association of Bay Area Governments (ABAG). The jobs/employed residents balance will increase to 1.02 from 0.88 presently.

Half of the expected increase in housing (763 of the total 1,560 housing unit increase) is expected from development at The Crossing, while another 682 housing units are projected to be added elsewhere. As of December 2007, the existing Treetops development has entitlement to increase housing unit density from the current 308 units on-site to 510 units with redevelopment. The property with redevelopment will be called Pacific Bay Vistas. Table 2-3 describes potential General Plan buildout by land use classification.

TABLE 2-3: Additional Development by Land Use Classification

| Grand Total | Housing Units | Building Area | Jobs |
|---------------------------------|---------------|------------------|--------------|
| Very Low Residential | | | |
| Low Residential | 160 | | |
| Medium Residential | - | | |
| High Residential | 127 | | |
| Transit Oriented Development | 126 | 164,400 | 493 |
| Multi Use - Residential Focus | 103 | 39,900 | 120 |
| Downtown Mixed Use | 166 | 192,900 | 579 |
| Neighborhood Commercial | | 36,800 | 110 |
| Regional Commercial | | 429,100 | 1,103 |
| Regional Office | | 683,200 | 2,050 |
| Industrial | | 108,100 | 195 |
| Construction and Transportation | | - | 232 |
| Total | 682 | 1,654,400 | 4,882 |

2-5 URBAN DESIGN

Key urban design objectives of the General Plan include fostering increased vitality in the Downtown, improving appearances of major corridors and centers, ensuring compatibility between new infill and existing development, and promoting walkability and transit orientation in key corridors. Areas with reuse and intensification potential include:

- Downtown (San Mateo Avenue);
- San Bruno BART and proposed San Bruno Avenue Caltrain station areas;
- El Camino Real;
- San Bruno Avenue, east and west; and
- Montgomery Avenue.

The General Plan promotes transit-oriented development adjacent to the BART and the Caltrain (proposed location below), and promotes fluid connections to them.

With further development intensification, streetscape and façade improvements, and transit connection

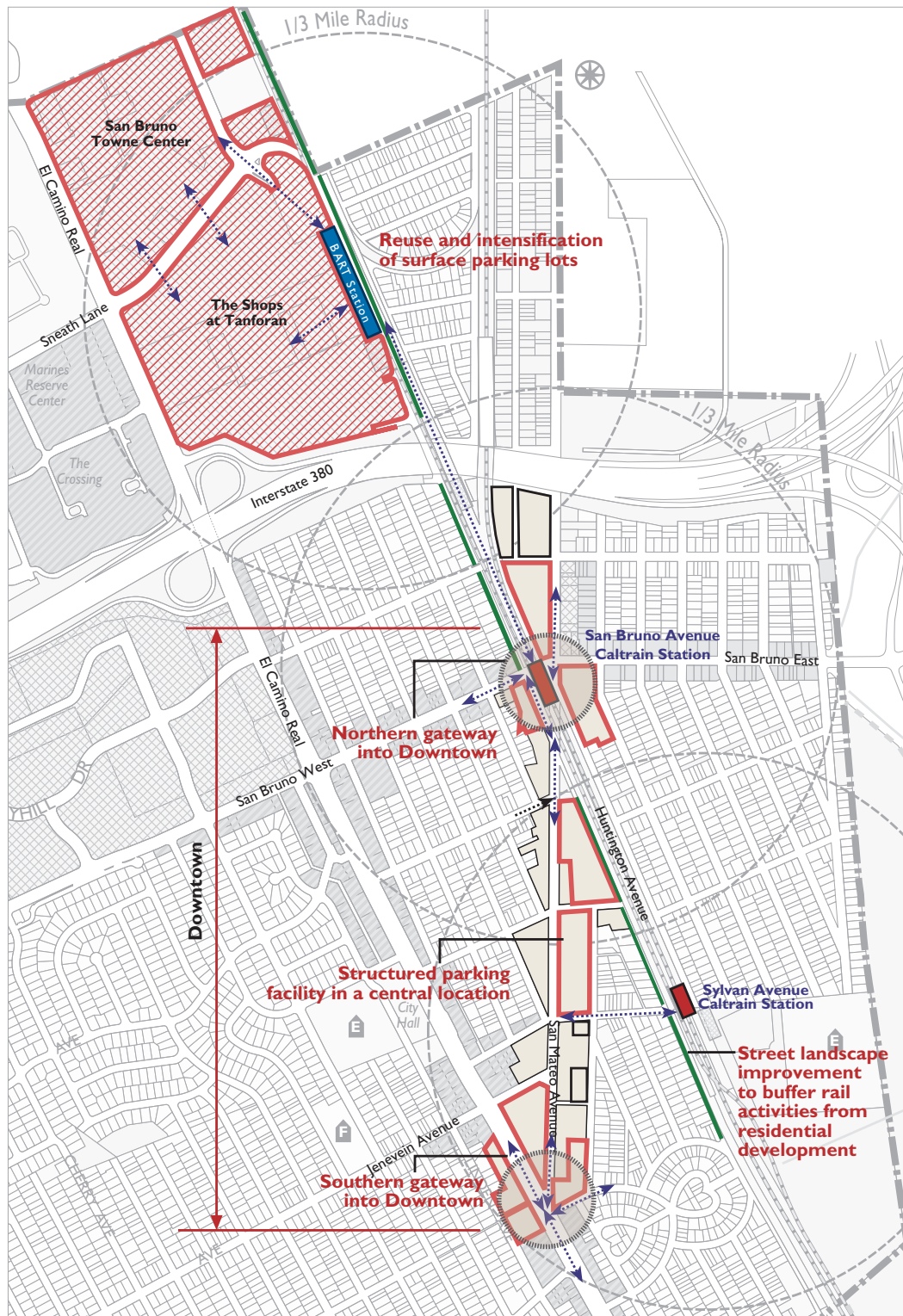
improvements, these existing commercial centers will become more cohesive and help to shape a stronger identity for the city.

In addition reuse may occur on a small number of sites in the western parts of the city where Low and Very Low Density residential uses are dominant, including on closed school sites and some aging apartment complexes.

Sites with development opportunities are limited in San Bruno, as the city is almost fully developed. New development is likely to occur in forms of infill development or redevelopment. The design policies seek to ensure that new infill development in main corridors enhances the identity of the corridors and has a pedestrian- and street-friendly orientation, and new residential infill development is harmonious with the existing neighborhood design.



FIGURE 2-2
Urban Structure for Commercial
and Transit Nodes





Transit-oriented development is designated surrounding the Proposed San Bruno Avenue Caltrain Station (top) and the San Bruno BART station (middle). Downtown has short blocks, fine-grained development, and a pedestrian-friendly ambiance (bottom).

The BART and Caltrain stations introduced regional transit connections to San Bruno. The design policies recognize the significance of these major transit nodes and require that fluid connections are created from the stations to main centers and corridors. The primary components of San Bruno urban structure are illustrated in Figure 2-2.

Mixed-use and Transit-oriented Development

Mixed-use and multi-use development consist of a diversity of retail, office, civic, and residential uses located within the same site area. Mixed-use is generally defined as a mix of uses vertically integrated within a structure (for example, ground-floor retail with offices or housing above); while multi-use development is a mix of uses horizontally integrated within a site (for example, office uses along the street frontage with housing to the rear of the parcel).

The General Plan promotes mixed-use and multi-use development in various locations to support revitalization of ageing commercial corridors, create a pedestrian-friendly environment along major city spines, and make available a range of goods and services available within walking distance of housing. Because of small parcel size along the principal corridors, most multi- and mixed-use development is likely to be small scaled and incremental in nature. General Plan policies seek to ensure that new development is varied, with site and architectural design focused on street-level and pedestrian-scale features; and buildings are set along the street frontage with parking tucked behind or located under buildings. The General Plan also seeks to create an interconnected network of streets, sidewalks, and/or paths to promote direct, walkable routes between different parts of the community, capitalizing on train stations and bus transit stops.

Downtown

The city's Downtown is located along a half-mile long stretch of San Mateo Avenue, between San Bruno Avenue and El Camino Real. Most stores and services are small, independently owned establishments. Parcels fronting San Mateo Avenue are a half block deep and are relatively small. The planned San Bruno Avenue Caltrain Station (which includes a grade separation project) is located at the northern end of Downtown, at the intersection of San Mateo and San Bruno avenues.

While Downtown has experienced vitality in recent years with new cafes and increased restaurant patronage, it remains an underutilized focal point within the city. Downtown has good bones, with short blocks, a pedestrian-friendly environment and architecturally unique buildings. Ground-floor shops and restaurants are lined with wide sidewalks, street trees, underground utilities, decorated shop windows, some awnings, wall signs, and antique and pedestrian-scale street lamps. Buildings are typically one- to two-stories in height, and some date from the early 20th century. Shops offer a range of products from children's furniture to musical instruments to auto parts, and ethnic stores and restaurants with signs in foreign languages (Spanish, Korean, and Chinese). Parking is available on street or in public lots located behind the buildings.

Downtown is most easily accessed from San Bruno Avenue, where one can turn onto San Mateo Avenue. Unfortunately, Downtown is not as clearly visible from El Camino Real; the intersection of El Camino Real and San Mateo Avenue is not prominent. Cross streets (Jenevein, Sylvan, and Angus avenues) to San Mateo Avenue do provide access to and from El Camino Real, but they are narrow and crowded with on-street parking. Small parcels, which result in fine-grained development along San Mateo Avenue, are also a hindrance to more intense, multi-story development.

Development opportunities should be actively sought to transform Downtown into a truly citywide destination. A wider spectrum of businesses should be introduced at a greater intensity for increased vitality. Connections to Downtown at vehicular, pedestrian, and transit level should be improved with enhanced visibility and streetscape improvements. Housing opportunities should also be expanded within and adjacent to Downtown in order to serve the existing retail base and provide a greater level of round-the-clock activity, or “eyes on the street”.

El Camino Real

El Camino Real, also known as State Route 82, was the first highway and automobile route through the San Francisco Peninsula. El Camino Real developed parallel to the Southern Pacific Railroad tracks that linked the “railroad suburbs” of San Mateo County to San Francisco, and continues to serve as an important north-south route along the eastern side of the Peninsula. Traffic volumes and speeds are high compared to surrounding roads. Current development consists of auto-related uses, restaurants, mostly one-story commercial establishments, and the Civic Center buildings.

With the construction of U.S. Highway 101, El Camino Real lost much of its prominence. However, many of the uses along the San Bruno stretch of El Camino Real still serve regional and local shopping needs. The scale and character of regional versus local uses along El Camino Real is striking. The Shops at Tanforan and Towne Center occupy enormous super-blocks, and are set back from the street with peripheral surface parking lots. Smaller-scale commercial uses line El Camino Real south of San Bruno Avenue. These freestanding buildings are typically one- or two-stories in height, located along the street frontage, with small surface parking lots to the side or rear of the lot. Freestanding signs face traffic.

The General Plan seeks to provide differentiated identities to the different stretches of El Camino Real as it traverses the City. Urban design policies seek to strengthen and to intensify El Camino Real’s street and building characteristics, while distinguishing them from Downtown and The Shops at Tanforan. To reinforce its identity as a regional and local commercial strip, and to become a part of a cohesive citywide commercial center, more focused commercial development effort is placed on El Camino Real north of Crystal Springs Road where it is within walking distance of Downtown, The Shops at Tanforan/Towne Center, San Bruno Avenue, and the BART and Caltrain stations. Commercial uses are discouraged south of Crystal Springs Road, so that retail and other activities are strengthened Downtown.

The General Plan seeks to provide differentiated identities to the various stretches of El Camino Real as it traverses the City.



GUIDING PRINCIPLES OF THE GRAND BOULEVARD INITIATIVE

1. Target housing and job growth in strategic areas along the corridor
2. Encourage compact mixed-use development in high quality urban design and construction
3. Create a pedestrian-oriented environment and improve streetscapes, ensuring full access to and between public areas and private developments
4. Develop a balanced multimodal corridor to maintain and improve mobility of people and vehicles along the corridor
5. Manage parking assets
6. Provide vibrant public spaces and gathering places
7. Preserve and accentuate unique and desirable community character and the existing quality of life in adjacent neighborhoods
8. Improve safety and public health.
9. Strengthen pedestrian and bicycle connections with the corridor
10. Pursue environmentally sustainable and economically viable development patterns.

See www.grandboulevard.net for more information on this initiative.

The Grand Boulevard Initiative

San Bruno is participating in the Grand Boulevard Initiative (GBI), a collaboration of 19 cities, the counties of San Mateo and Santa Clara, local and regional agencies, private business, labor and environmental organizations united to improve the performance, safety and aesthetics of Highway 82 on the Peninsula from Daly City to downtown San Jose.

Under this initiative, El Camino Real will become a “grand boulevard of meaningful destinations” shaped by all the cities along its length and with each community realizing its full potential to become a destination full of valued places.

Cities are encouraged to design for neighborhoods that include high quality building designs and diverse land uses, preserve historic buildings and places, and enhance our economic and cultural diversity, with the broad involvement of residents, workers and local businesses. Rail stations and bus facilities are valued not only as vital transportation services, but as public gathering places and assets to spur transit-oriented development.

Neighborhood Design

Residential neighborhoods located east of Downtown generally contain one- to two-story, wood-frame, single-family homes dating from the first half of the 20th century. Interspersed among these homes are plain multifamily structures from the latter half of the 20th century. Building lots are typically short and narrow, resulting in compact residential buildings with limited yard space. Most residential structures have one-car garages attached to the side or rear or located on the ground floor of the structure.

Residential neighborhoods in the area between El Camino Real and Interstate 280 contain single-family homes built after World War II. These neighborhoods

contain bungalow and Mediterranean-style homes, with distinctive detailing. The compact style, front porches and stoops, and small garages encourage pedestrian activity.

Residential neighborhoods located west of Interstate 280 have a more typical suburban quality. Curvilinear streets and cul-de-sacs reflect the hilly topography of the area. Single-family detached homes at significantly lower densities than the older neighborhoods east of El Camino Real are strictly separated from limited commercial development. Relatively few roadways lead from major arterials into the residential neighborhoods, making pedestrian movement challenging. However, magnificent views of the San Francisco Bay are available for many hillside homes, and limited through-access retains quiet and privacy for neighborhood residents. New projects have and can take advantage of the Planned Unit Permit process. This permit encourages smaller lot sizes within residential subdivisions in exchange for larger open spaces areas. This process allows for creative utilization of the remaining land within the City, and ultimately larger open space and park areas within the developments.

New residential development opportunities are limited to multi-use parcels along El Camino Real and San Mateo Avenue, several multifamily residential parcels north of I-380, and surplus school sites west of I-280. Urban design policies seek to ensure that the new multifamily developments create pedestrian-friendly environments and multi-use developments contribute to the vitality of key corridors.

Views

Topography plays a key role in shaping San Bruno’s urban character. Hills to the north and west provide a prominent visual backdrop to the vibrant commercial areas adjacent to El Camino Real. San Bruno Mountain

and Sweeney Ridge both rise approximately 1,200 feet above mean high water sea level. The topography gradually flattens out from the western ridgeline toward San Francisco Bay. The eastern city limits are located within two miles of the Bay; SFO is situated along the Bay shore itself. Figure 2-3 illustrates the city's topography and resulting viewsheds from several different locations; General Plan policies require that development on sites visible from multiple locations undergo design review to ensure they are visually not over-dominant.

The surrounding ridgelines can be seen from points throughout the City and serve as geographical landmarks along the northern San Francisco Peninsula. Partial views of San Francisco Bay, the Oakland hills, and Mount Diablo (in central Contra Costa County) can be seen from high points along the western hills.

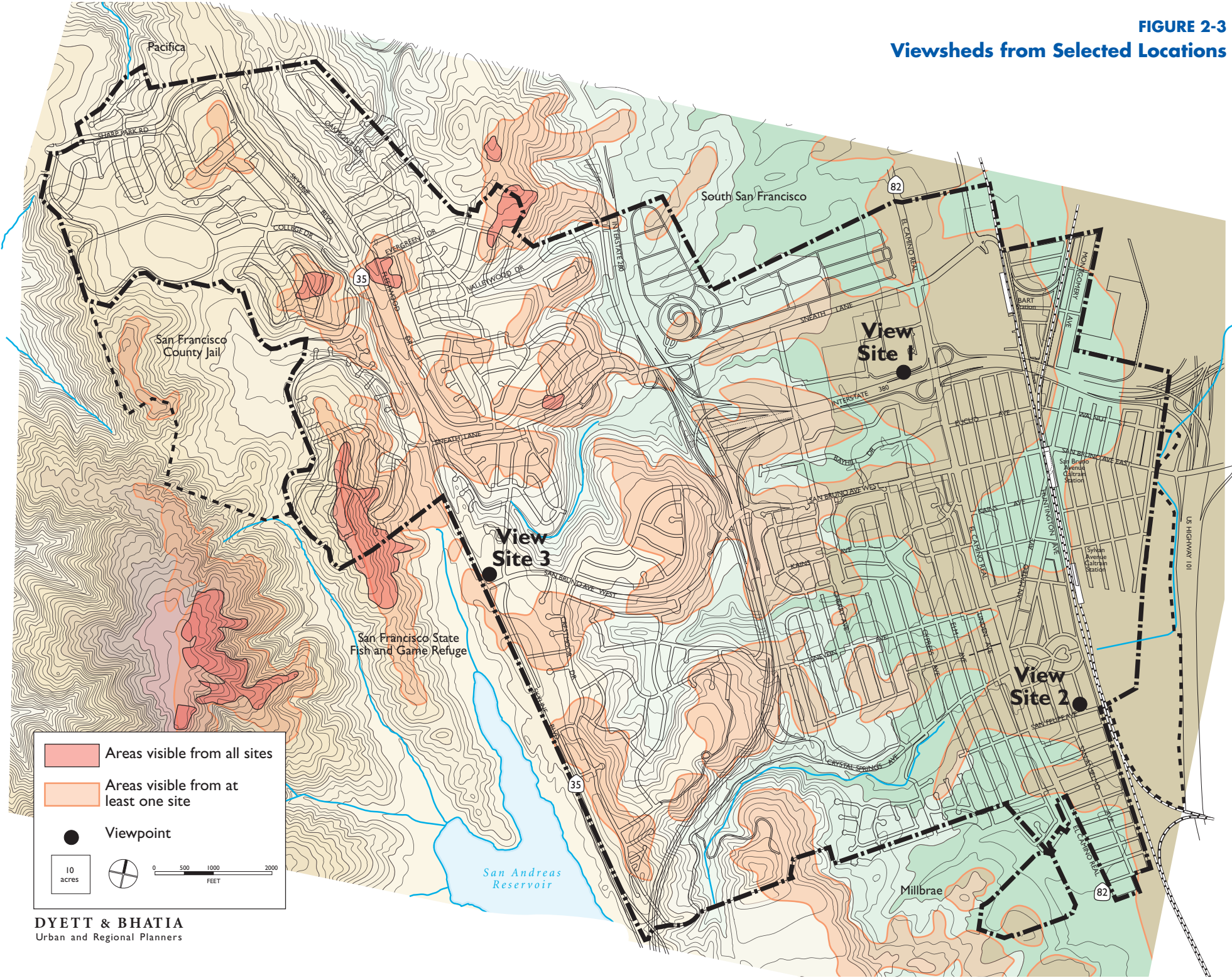
Due to its location along the ridge of the coastal range, Skyline College features a truly magnificent vista point offering views of the coast. The vista point looks west, where rocky shoreline, sandy beaches, and the City of Pacifica's pier can be seen. Rolling green hills and rocky cliffs lie in the Sharp Park area between San Bruno and the coastline, where Pacifica's neighborhoods and commercial districts are tucked among the topography.

Development opportunities are limited in the hilly western portion of San Bruno. Thus, views of the hills from the lowlands are less likely to change. However, new development in the lowlands' opportunity sites will change the appearance of the urban fabric. Due to the voter approval requirement on buildings of 50 feet or three stories in height, the City will not appear much taller, even though it may become slightly more dense.



General Plan policies are intended to minimize impacts on the City's established neighborhoods (top) and retain and improve the City's visual resources—including views of San Bruno Mountain (bottom) and access to parks and public plazas (City Park, left)

FIGURE 2-3
Viewsheds from Selected Locations



2-6 LAND USE AND URBAN DESIGN POLICIES

Guiding Policies

- LUD-A** Promote development of El Camino Real as a boulevard with a series of “districts”, with distinctive uses weaved together with unified streetscape, sidewalk improvements, and pedestrian amenities. Encourage residential development to promote walkability and transit use.
- LUD-B** Intensify land uses surrounding the new San Bruno BART station and planned San Bruno Avenue Caltrain station, including development of transit-oriented uses, regional shopping opportunities, high-intensity offices, hotels, and other similar uses.
- LUD-C** Stimulate reuse and intensification with multi-use, transit-oriented development along El Camino Real, San Bruno Avenue, and San Mateo Avenue. Provide amenities serving pedestrians, bicyclists, and transit riders along these corridors.
- LUD-D** Promote Downtown as the civic and cultural center of San Bruno, based on expansion of the ethnically diverse array of businesses and restaurants. Foster a vibrant, continuous, pedestrian-oriented mix of land uses within Downtown. Increase the market supporting Downtown through new mixed-use opportunities, including housing above the ground floor.
- LUD-E** Ensure that new development, especially in residential neighborhoods, is sensitive to existing uses, and is of the highest quality design and construction.
- LUD-F** Promote infill and revitalization of the City’s shopping centers—including the continued improvement of The Shops at Tanforan and Towne Center—to attract shoppers from throughout the region using convenient BART and Caltrain access.
- LUD-G** Infill in the Bayhill Office Park with new professional offices, and hotel uses.
- LUD-H** Provide for continuation of industrial uses in selected areas in the City, primarily along Huntington Avenue,
- LUD-I** Engage in a new streetscaping and banner program at the City’s major gateways to help foster San Bruno’s sense of place.
- LUD-J** Coordinate planning and development with surrounding cities, agencies, and San Mateo County. Work toward solutions to regional problems of traffic congestion, open space preservation, noise attenuation, environmental hazards, affordable housing, pollution, and growth management.
- LUD-K** Actively seek citizen participation in the planning process, and in improving and maintaining the City’s image.



New housing under the General Plan is intended to capitalize on regional transportation improvements, preserve neighborhood character (Lomita Park neighborhood, top), and emphasize pedestrians (Plaza at the Crossing, bottom).

Implementing Policies

Residential Development

- LUD-1** Promote development of single-family housing on former school sites owned by public school districts. Retain existing recreation facilities for resident use, whenever possible.
- LUD-2** Preserve neighborhood character and quality in the City's eastern neighborhoods through the Redevelopment Agency's Residential Rehabilitation Loan Program.
- LUD-3** During Plan review, protect the residential character of established neighborhoods by ensuring that new development conforms to surrounding design and scale.
- LUD-4** Strengthen residential integrity in viable neighborhoods within the City's Redevelopment Area by eliminating incompatible uses and by facilitating upgrading of deteriorated structures.
- LUD-5** Allow small-lot single-family housing in new and existing neighborhoods to serve as efficient and compact infill development.
- LUD-6** Offer development incentives, as stated in Table 2-1, to encourage new infill development along San Mateo Avenue and El Camino Real that incorporates residential use.
- LUD-7** Require any subdivision or development involving construction of more than five units, regardless of the number of parcels, to undergo design review. Require provision of open spaces and pedestrian connections within multifamily projects, as well as an active street frontage along arterial roadways.
- LUD-8** Develop and implement standards in the City's Zoning Ordinance and Subdivision Regulations that minimize the visual dominance of garages in multifamily complexes. Use the following design techniques:
 - Locate garages and carports to the rear of parcels;
 - Provide access to tuck-under parking from the side or rear of parcels, particularly along major arterial roadways;
 - Screen tuck-under parking with landscaping or other buffering techniques; and
 - Continue to allow shared driveway configurations, as appropriate.
- LUD-9** Provide safe and comfortable pedestrian routes through residential areas by requiring sidewalks on both sides of streets, planting street trees adjacent to the curb, allowing on-street parking, and minimizing curb cuts.
- LUD-10** Revise the Zoning Ordinance to allow child care services in all residential and commercial zones, so that they are distributed throughout San Bruno to reduce commute times and costs for working parents.
- LUD-11** When approving single-family construction permits, consider the cumulative impact of additions on water, sewer and other City services.

Downtown

LUD-12 Improve the visibility of Downtown from El Camino Real through a variety of techniques that may include signage, lighting, landscape treatment, or provision of plaza or building design that “announces” Downtown.

- Require buildings along the intersection to present attractive and pleasant facades where visible from El Camino Real, including windows, displays and entryways (transparency) at ground level.
- Incorporate a historical marker to identify the intersection as the beginning of the California State Highway system.
- Improve the visibility of Downtown by expanding streetscaping and amenities to parcels on the west side of El Camino Real. Install directional signage or banners along El Camino Real to announce Downtown. Consider use of signage arching over El Camino Real where Caltrans to abandon State Highway designation for El Camino Real.
- Place clearly marked crosswalks and traffic lights to ensure the safety of residents and visitors entering Downtown from across El Camino Real.
- Work with Caltrans and other agencies to modify El Camino Real street design to implement traffic calming measures that ensure safe pedestrian and bicycle access to Downtown.

LUD-13 Integrate the planned San Bruno Avenue Caltrain Station with Downtown. Designate the station as the northern gateway into Downtown,

as illustrated in Figures 2-4 and 2-5. Implement the following design techniques:

- Orient the station’s main exit, signage, lighting, and landscaping toward Downtown.
- Create a marker (such as small public plaza) at the intersection of Huntington Avenue and San Mateo Avenue as an anchoring and focal element for Downtown. Use coordinated design elements (consistent and repeated signage, fountains, streetlights, landscaping, etc).
- Ensure that the station platform over San Mateo Avenue is oriented toward Downtown, and affords views down the Avenue toward El Camino Real.

LUD-14 Actively market Downtown as a neighborhood center for the surrounding residential areas. Create and distribute a Downtown San Bruno map that illustrates the restaurants, retail, services, and parking facilities available in Downtown.

LUD-15 Require pedestrian-oriented building design—including zero front setbacks (except where noted for public plazas), awnings, and building entries facing the street—to complement the City’s Downtown streetscape improvements.

LUD-16 Promote new housing and mixed-use development within Downtown to provide a larger market base for neighborhood retail shops. Establish pedestrian connections between retail fronting San Mateo Avenue and housing on the back half of blocks.

LUD-17 Encourage new development in Downtown to accommodate small retail shops, with larger anchor stores at the northern and southern gateways. Prohibit auto-oriented uses, including fast food with drive-through facilities.

LUD-18 Upgrade the appearance of Downtown through combined efforts of the City, merchants, and property-owners. Work with the Redevelopment Agency to administer the Building Facade Improvement Program to provide matching grants for façade improvement projects.

- Integrate Civic Center as part of an expanded Downtown that “embraces” El Camino Real (as shown in Figure 2-5). Undertake streetscape improvements to link the Civic Center Complex with San Mateo Avenue.

LUD-19 In accordance with Ordinance 1284, assemble parcels to create a centrally-located, structured parking facility that would sufficiently serve merchants and shoppers in Downtown. The parking structure should include ground floor commercial along street frontage, and main entrances and exits along side streets to minimize breaks in commercial frontage along San Mateo Avenue.

Regional Commercial

LUD-20 Promote establishment of strong regional retail anchors in The Shops at Tanforan and Towne Center. Support the further redevelopment and expansion of The Shops at Tanforan, and work with the developer and San Bruno Chamber

of Commerce to market the center to a wider regional audience.

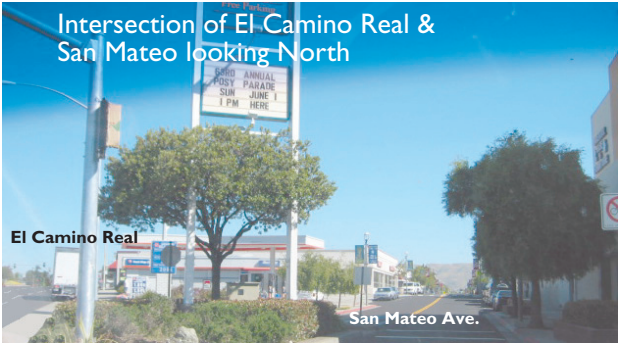
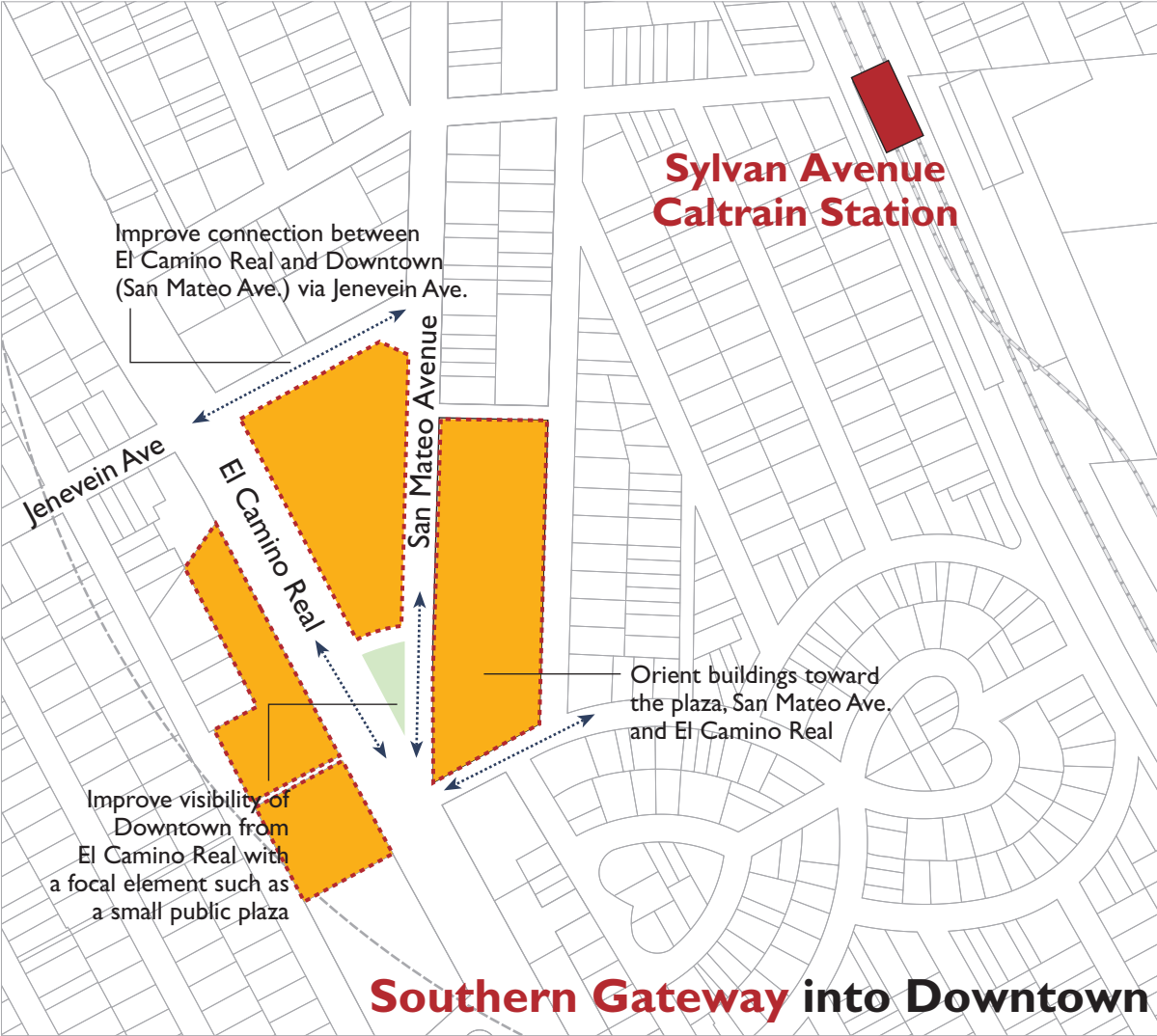
LUD-21 Strengthen the identity of the existing internal “street” network in The Shops at Tanforan and Towne Center. Encourage transition of these two centers into an outdoor/indoor shopping “district,” as illustrated in Figure 2-6. Implement the following design techniques:

- Promote reuse and infill of existing surface parking lots.
- Strengthen the existing internal street network (as shown in the concept diagram) to promote walkability between stores, services, and restaurants.
- Ensure that the street network links the two shopping centers and preserves the visibility of the existing shopping complexes from El Camino Real.
- Design all new commercial spaces to be located and oriented toward the walkable internal streets and toward Sneath Lane, with clear connections to enclosed mall entrances.
- Create fluid and visible pedestrian connections to and from the San Bruno BART Station.
- In accordance with Ordinance 1284, consider construction of necessary parking structures to replace existing surface parking lots. Locate parking structures along the edges of the shopping district to minimize vehicular traffic on internal pedestrian-oriented streets.

FIGURE 2-4
Northern Gateway to Downtown



FIGURE 2-5
Southern Gateway to Downtown



- Improve landscaping along El Camino Real to differentiate and announce the “district” from other developments along El Camino Real.
- Incorporate gateway features on El Camino Real near the northern edge of Towne Center where San Bruno’s northern boundary exists.
- Develop a uniform signage plan to coordinate signs along the internal shopping streets with signs along El Camino Real.
- Coordinate with the San Bruno Chamber of Commerce to market the new “district” as a regional marketplace.

LUD-22 Ensure that vehicular, transit, bicycle, and pedestrian access to the City’s regional retail centers is convenient, efficient, and safe. Coordinate transportation improvements with the new San Bruno BART station and SamTrans.

LUD-23 Consider development of new professional and administrative offices within The Shops at Tanforan and Towne Center, so that commuters can travel to and from San Bruno via the BART system. Allow offices on second and third levels, above retail establishments.

LUD-24 Coordinate regional commercial development at the San Bruno BART station with new office development constructed in adjacent South San Francisco areas. Accommodate mixed pedestrian and bicycle connections for office workers to access The Shops at Tanforan and Towne Center.

BART and Caltrain Station Areas

LUD-25 Coordinate new development at the BART and Caltrain station areas with surrounding residential neighborhoods through landscaping, feathered building heights (taller buildings near stations and shorter buildings near existing residences), pedestrian connections, and other such techniques.

LUD-26 During the Zoning Ordinance Update, create a transit-oriented zoning district surrounding the BART and Caltrain stations, and along the El Camino Real and San Bruno Avenue transit corridor. Within the district, reduce building setbacks, increase development intensities, require pedestrian connections, reduce parking requirements, and consider establishment of minimum development intensities.

LUD-27 Create clear pedestrian connections from the BART and Caltrain stations to neighboring commercial nodes, as follows:

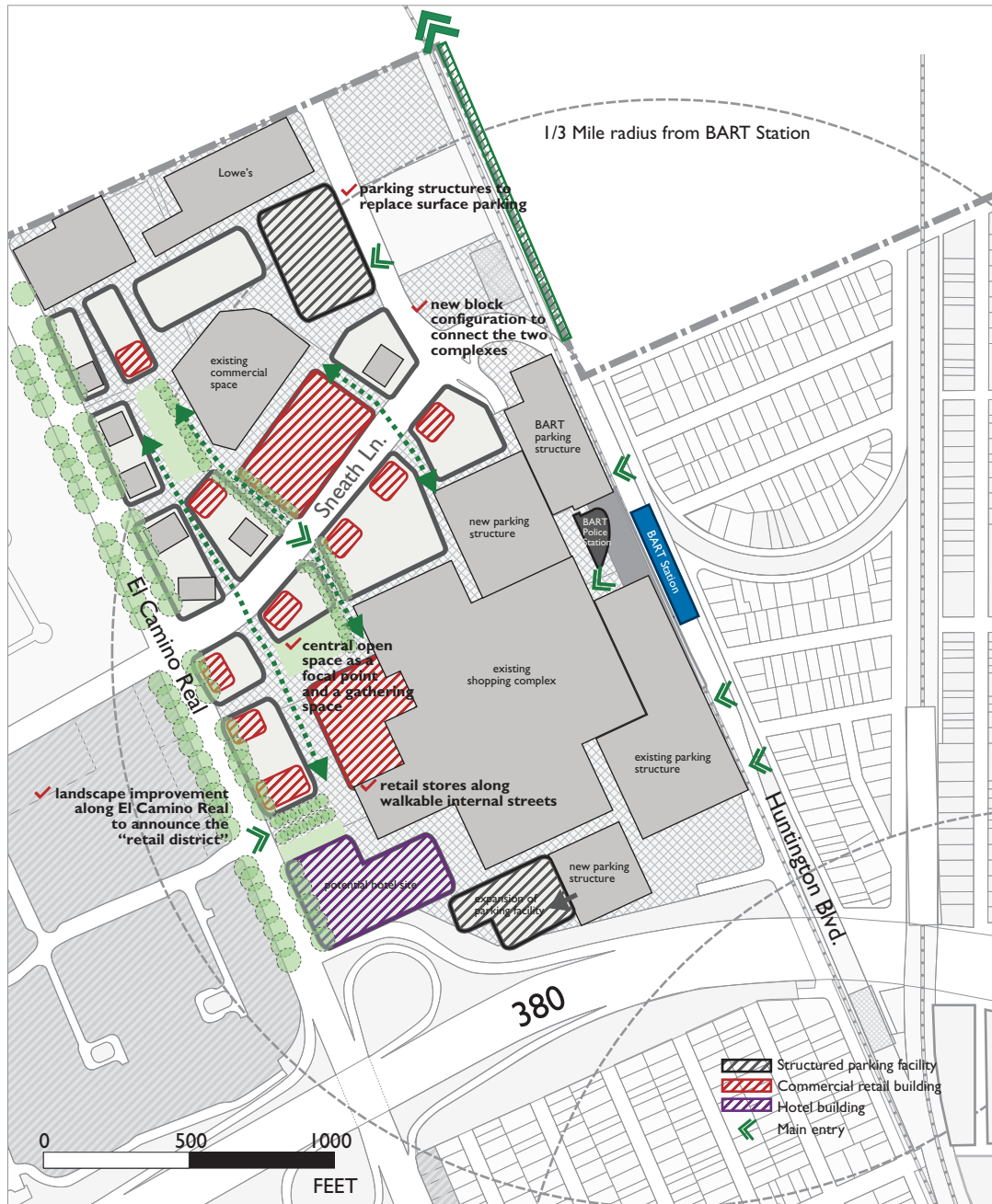
- Install pedestrian connections between the San Bruno BART station, The Shops at Tanforan, and Towne Center. Coordinate these connections with infill development and the internal street network.
- Install pedestrian connections between the planned San Bruno Avenue Caltrain station and Downtown. Coordinate these connections with infill housing construction.

LUD-28 Consider installation of a pedestrian connection between The Crossing and The Shops at Tan-



The General Plan provides improved pedestrian connections to BART (top), the proposed Caltrain Station (middle) and across El Camino Real near Tanforan (bottom).

FIGURE 2-6
Intensification of the Shops at Tanforan and Towne Center



Reuse and intensify surface parking lots at Tanforan Shopping Center to create walkable "retail district"



Reuse and intensify surface parking lots at San Bruno Towne Center to create walkable "retail district"



Create retail frontage along Sneath Lane and use it to provide pedestrian connections between two shopping malls

This concept, assuming the base allowable FAR of 1.20 and the off-site improvements incentive bonus FAR of 0.3 creates about 610,000 sq ft of retail space and about 1,000 parking spaces.

foran to facilitate safe pedestrian access across El Camino Real.

LUD-29 Consider formation of a Local Improvement District, in order to undertake public improvements, including construction of pedestrian amenities and connections.

LUD-30 Develop a shuttle route to connect the BART and Caltrain stations, regional shopping centers, Downtown, Civic Center, Bayhill Office Park, The Crossing, and high-density residential clusters.

LUD-31 Develop a green buffer along Huntington Avenue, as illustrated in Figure 2-7 to buffer residents from BART and Caltrain activities.

LUD-32 Extend the landscaped median along Huntington Avenue to the north and connect it with the planned bikeway along the BART alignment through South San Francisco.

LUD-33 Plant additional street trees along the existing buffer between Huntington Avenue and the residential frontage road due east of the San Bruno BART Station.

LUD-34 As opportunities arise, consider creating a new four- to five-foot wide planted median that serves to buffer residential development from railway activities along Huntington Avenue.

LUD-35 Consider widening Bayshore Circle and use the extra space to improve the large median strip

into a pedestrian path/linear park that promotes access to the BART Station.

LUD-36 Consider using abandoned railroad spurs as multi-use trails when opportunities arise.

Neighborhood Commercial

LUD-37 Retain and support the expansion of the existing grocery store on the northern portion of the Skycrest Shopping Center site, in order to provide neighborhood retail uses to the City's western neighborhoods.

LUD-38 Require uniform signage in neighborhood shopping centers, which contributes to that neighborhood's sense of identity.

LUD-39 Install clearly marked crosswalks at intersections near all neighborhood commercial uses. Conduct a pedestrian survey prior to marking them to ensure appropriate de-facto crossings, particularly near junior and/or high school facilities.

El Camino Real

LUD-40 Promote high-intensity multi-use development along El Camino Real. Limit retail development to those sites north of Crystal Springs Road reinforcing existing retail activity in Downtown and/or The Shops at Tanforan/Towne Center.

LUD-41 Designate El Camino Real, south of Crystal Springs Road, as a transition zone where existing commercial services, restaurants, and small

offices are allowed but new projects emphasize residential development. Focus retail development north toward the Downtown area.

LUD-42 During update of the Zoning Ordinance, consider expanding the Multi Use–Residential Focus designation west to comprise the entire block from El Camino Real to Linden Avenue. Require new development to retain emphasis on residential uses fronting Linden Avenue.

LUD-43 Work with CalTrans to plant landscaping on properties fronting El Camino Real, and maintain the landscaped median that continues north from the City of Millbrae. Consider comprehensive streetscape and sidewalk improvements along El Camino Real, should CalTrans choose to abandon the right-of-way as a State highway.

LUD-44 Require multi-use developments along El Camino Real to provide a pedestrian-friendly environment along the street frontage, as follows:

- Require a minimum ground floor transparency requirement for all development north of Crystal Springs Road.
- Encourage pedestrian-scale architectural articulation (that is, awnings at appropriate heights).
- Require that buildings are located adjacent to the sidewalk, and that main entries are oriented toward the sidewalk.
- Locate parking lots at the side or rear of parcels. Buffer parking areas from the sidewalk with landscaping.

- Minimize curb cuts and parking access from El Camino Real.
- Limit front setbacks to create an active street frontage.

LUD-45 Permit development on The Crossing site (former US Navy site) according to the *US Navy Site and Its Environs Specific Plan*. Support pedestrian-friendly design with linkages across El Camino Real to The Shops at Tanforan and the San Bruno BART station.

LUD-46 Develop a program of streetscape improvements—including street trees, sidewalk widening, signage, bus shelters, and pedestrian-scale lighting—along El Camino Real to create a sense of identity for the City of San Bruno.

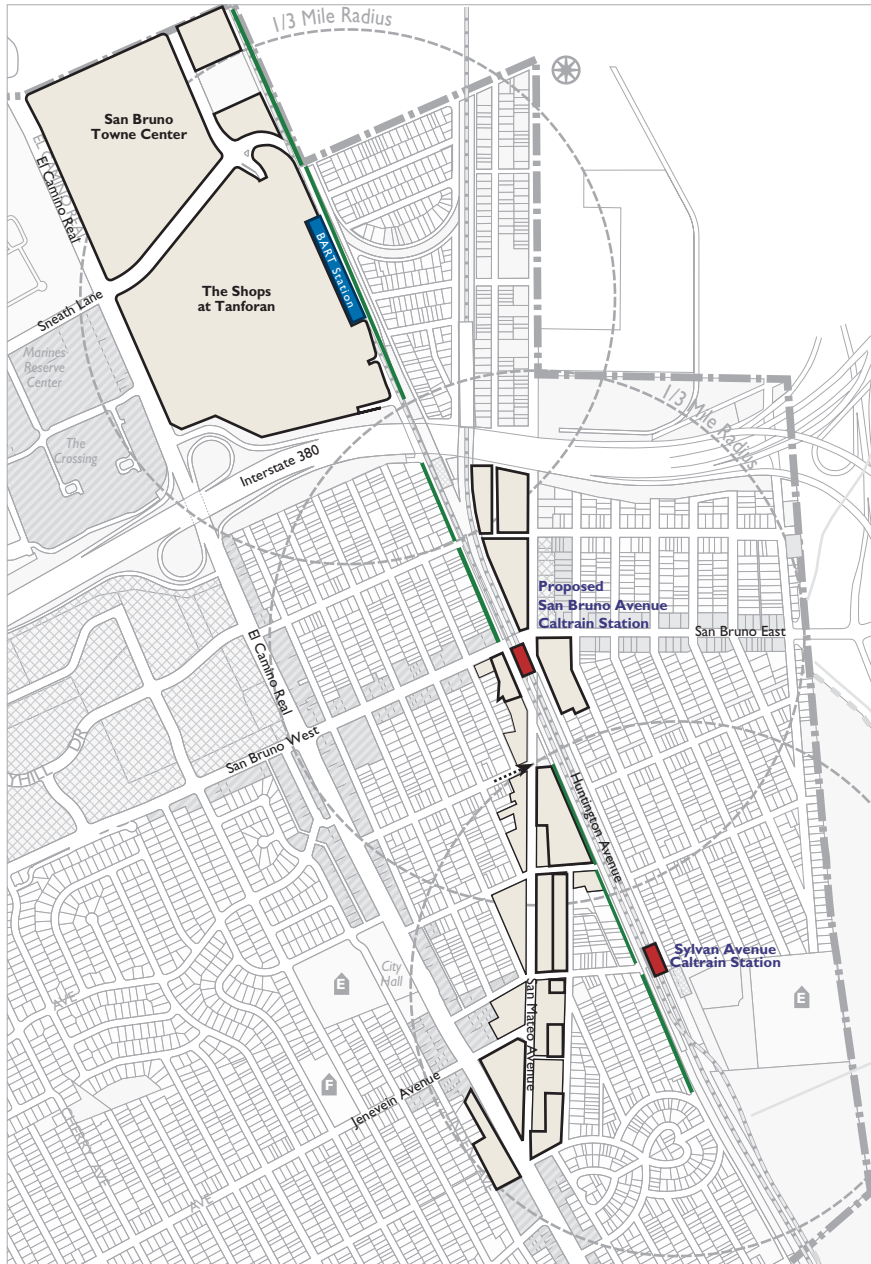
San Bruno Avenue

LUD-47 Allow high-intensity mixed-use development—including retail, offices, services, and housing—along San Bruno Avenue, between Elm Avenue and Huntington Avenue.

LUD-48 Promote transit-oriented design along San Bruno Avenue, east of Huntington Avenue. Permit a diverse mix of commercial employers with retail frontage, streetscaping, pedestrian connections, and transit shelters.

LUD-49 Minimize building setbacks, orient building entrances toward the street (not parking lots), and vary features along the building façades on San Bruno Avenue.

FIGURE 2-7
Greenway Along the BART/Caltrain Alignments



Huntington Avenue North of Interstate 380



Extend the landscaped median and connect to South San Francisco's linear open space along Huntington Avenue



Plant more trees between Huntington Avenue and the frontage road

Huntington Avenue South of Interstate 380



Place a 4-5 foot-wide median with trees along Huntington Avenue to buffer residential development from railway activities





The Bayhill Office Park is a thriving center, and home to such establishments as Kaiser Permanente.

LUD-50 Install gateway features—such as welcome signs, streetlights, and landscaping—along San Bruno Avenue, east of the planned San Bruno Avenue Caltrain station.

Offices – Bayhill Office Park

LUD-51 Promote construction of professional and administrative offices on existing surface parking lots in Bayhill Office Park. Consider construction of a parking structure to accommodate commuter parking, in accordance with Ordinance 1284.

LUD-52 Allow ancillary commercial uses—such as cafes, health clubs, dry cleaners, sundries, etc—in Bayhill Office Park, to serve employee needs.

LUD-53 Require new office development in Bayhill Office Park to provide alternative transportation, such as shuttles to the BART and Caltrain stations, preferential carpool parking, bicycle storage facilities, and bus shelters.

Industrial – Montgomery Avenue

LUD-54 Support infill development in northern Montgomery Avenue area (east of the Caltrain tracks) with business and industrial uses, while permitting a broader mix of uses. Capitalize on regional access through the BART and Caltrain systems to market office and industrial space to Bay Area businesses.

LUD-55 Support conversion of remnant residential uses south of Atlantic Avenue to industrial or office uses. Allow assembly of small residential lots

that will increase the feasibility of attracting light industrial employers, provide a more compatible industrial setting, and accommodate uses appropriate for 70 dB noise levels from SFO overflights.

LUD-56 Allow a diverse mix of uses, including live/work space and residential uses, in the short stretch of Montgomery Avenue, north of Atlantic Avenue.

LUD-57 Seek upgrading of existing industrial uses to more employment-intensive uses, such as research and development facilities and biotech offices, through the business attraction strategy in the Economic Development Element.

LUD-58 Undertake a program to improve streetscape and sidewalks along Scott Avenue, to foster better connections to the BART Station.

LUD-59 Recognize the value of production and distribution along Montgomery Avenue, and allow continuation of these heavy commercial uses. However, work with tenants to improve building facades and screen outdoor storage areas.

LUD-60 Support establishment of airport-related uses within the industrial area along Montgomery Avenue. In accordance with Ordinance 1284, consider construction of parking structures for car rentals, parking, or other airport-related storage uses.

LUD-61 Limit land uses located directly underneath the I-380 overpasses to low-intensity activities, such as parking facilities or storage areas. Require

all activities located underneath the I-380, west of the train tracks, to be compatible with the adjacent residential uses.

LUD-62 Require the installation of landscaping to screen storage yards and other outdoor areas facing public streets in industrial development.

LUD-63 Enforce on-street parking regulations, sign controls, landscaping requirements, and on-site refuse storage laws to improve the appearance of industrial areas. Consider the formation of a parking assessment district to fund off-street parking.

LUD-64 Require industrial uses to meet air and water quality standards, to properly store and dispose of hazardous substances, and to avoid adverse impacts on the environment.

LUD-65 Allow commercial recreation uses within industrial warehouse spaces, provided they do not conflict with adjacent uses and they provide adequate on-site parking.

LUD-66 Work with CalTrans to clean up and enhance the former materials yard site at the I-280/I-380 junction.

Gateways

LUD-67 Foster a sense of place in San Bruno through development of a coordinated signage and landscaping program near the BART and Caltrain station areas, within Downtown, and at gateways into the City.

LUD-68 Install a stationary welcome marker and/or welcome banners along the streetlights at the major gateways into San Bruno—Skyline Boulevard, El Camino Real, and San Bruno Avenue.

Views

LUD-69 Conduct a design review of all development in “Areas visible from all sites” in Figure 2-3 to ensure it is not visually over-dominant.

LUD-70 Provide incentives for developers to create view corridors from El Camino Real and Sneath Lane toward new internal open spaces at The Shops at Tanforan and Towne Center.

LUD-71 Orient the view platform or plaza of the planned Caltrain Station at San Bruno Avenue and Huntington Avenue toward San Bruno Mountain and Downtown.

LUD-72 Require buildings in Downtown and in Transit-oriented Development district to screen mechanical equipment on the roof with non-glaring materials.

LUD-73 Require buildings with a continuous façade of 100 feet or longer to use non-reflective materials to minimize adverse impact of glare.

Planning Process

LUD-74 Provide opportunities to coordinate with the cities of South San Francisco, Millbrae, and Pacifica during review and approval of new development along shared jurisdictional boundaries.



Montgomery Avenue contains an eclectic array of industrial and remnant residential uses, subject to high noise levels from SFO operations.

LUD-75 Coordinate with San Mateo County and other regional agencies on addressing shared planning concerns. Provide information for regional databases or studies, and seek cooperation in responding to natural hazards, transportation challenges, and provision of services.

LUD-76 Assure that new development mitigates impacts on existing public services, including transit services, water, sewer, and storm drainage systems, police and fire protection, libraries, and parks and recreation facilities.

LUD-77 Conduct an assessment of the purpose and effectiveness of Ordinance 1284. Consider merits and disadvantages of the Ordinance to potential development. Consider possible amendments to the Ordinance, as appropriate.

LUD-78 Consider working with the Redevelopment Agency to develop a coordinated program to seek voter approval for parking structures under Ordinance 1284, as identified in this Land Use and Urban Design Element:

- Downtown (San Mateo Avenue),
- Bayhill Office Park, and
- Montgomery Avenue.

LUD-79 Provide ongoing code enforcement to preserve and enhance residential neighborhoods for San Bruno residents.

LUD-80 Amend zoning districts and development standards in the Zoning Ordinance consistent with

land use classifications in the General Plan, particularly as it relates to mixed-use development along El Camino Real, the Transit Oriented Development district, and intensification within the Tanforan District.

LUD-81 As part of the Zoning Ordinance Update, outline criteria for use of FAR and density bonuses, as listed in Table 2-2, for development projects in Transit-oriented Development and Mixed Use areas that include off-site improvements and amenities for public benefit, such as streetscape improvements, outdoor plazas, and bus shelters.

Community Participation

LUD-82 Solicit public participation in planning, developing, and maintaining community projects. Encourage community organizations to become involved with redevelopment projects in Downtown and transit station areas through community workshops, focus groups, newsletters, etc.

LUD-83 Provide social recognition for voluntary beautification projects, social services, and other notable actions. Recognize citizens and groups in City Council meetings and the Focus newsletter.

LUD-84 Provide opportunities for community organizations to help maintain City parks, school grounds, landscaped areas, and scenic roadways.